





Private Sector Benefits: A South African Case Study

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Brink Seward
Director
World Food Logistics Organization





"Partners in serving the global food industry."

WFLO was founded in 1943

IARW's origins date back to 1891



WFLO MISSION

To conduct research, develop standards and provide education to the frozen and chilled food industry thereby improving cold storage capabilities globally.





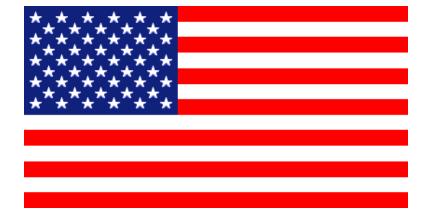
Proper Infrastructure Gives Ability to Export Value Added Products







Association Building Activities in South Africa



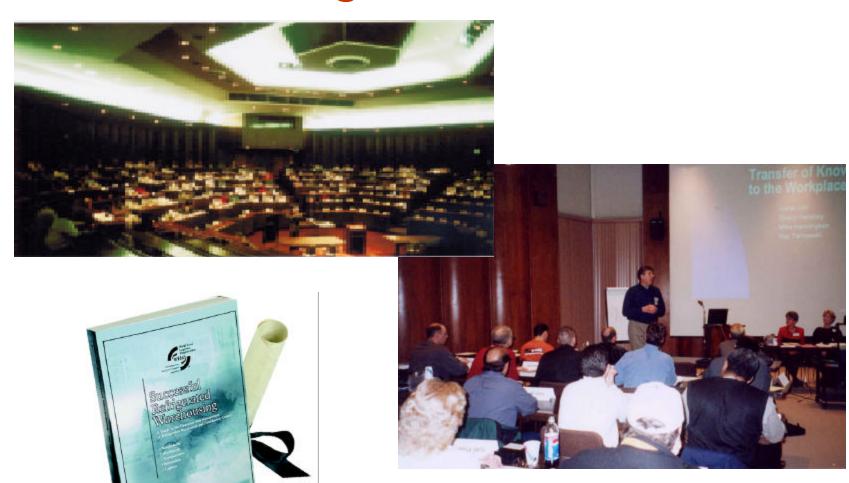


Work Plan

- Investigate the current status of the industry's policy, regulations, safety, sanitation, technology market aspects and consumer acceptability;
- Develop awareness for critical issues among key players in the meat/seafood/poultry industries;
- Formulate support mechanisms and networks;
- Create technical and educational capacity among key institutions in the industry; and
- Foster business partnerships.



Industry Specific Training and Education













Technical Assistance

- Product handling
- Packaging
- Processing
- Temperature/humidity/environment management
- Design/construction
- Best practices
- HAACP
- Sanitation
- Safety



Direct US Support of Trade

- Poultry One cold chain company is now purchasing US poultry products in South Africa for processing. Once processed and frozen, these products are distributed in Sub-Saharan Africa for further distribution. This is a true win win between S. Africa and US Exports. This trend is growing.
- Value Added Beef and Pork products Several cold storage facilities also purchase imports from the US to distribute into the marketplace. The Directory created by this program allows cooperator groups to gain an understanding of the infrastructure in S. Africa and market to these entities. Understanding the local marketplace is key to doing business.



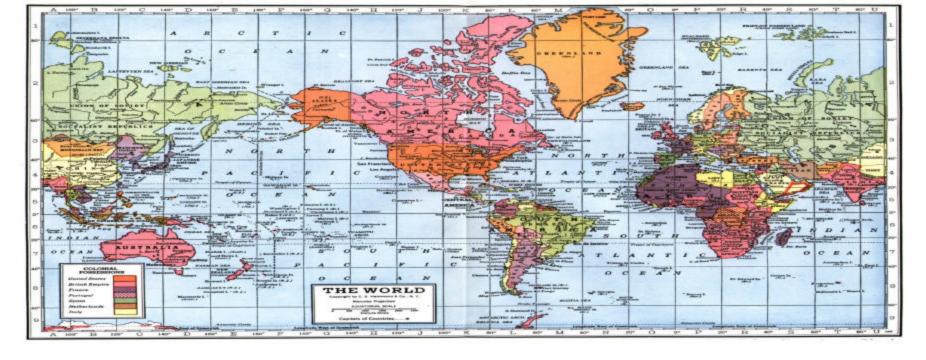
Other US Benefits for Trade

- US Equipment for Industry
- US Financing options for Infrastructure Development
- Overall Relationship Building



Development Issues

- Sustainability of the Programs which are developed.
- Lack of Funds
 - •Lack of funds for technical training is a major constraint for WFLO and other associations to carry out short and long term technical training activities in emerging markets.



International

J. William Hudson
President and CEO
International Association of
Refrigerated Warehouses
World Food Logistics Organization
7315 Wisconsin Avenue
Suite 1200 North
Bethesda, MD 20814-3202
USA

Tel: (301) 652-5674 Fax: (301) 652-7269 E-mail: email@iarw.org

Europe

Theo W.M. van Sambeeck
Director, European Division
International Association of
Refrigerated Warehouses
World Food Logistics Organization
P.O. Box 679
NL-800 AR Zwolle
The Netherlands
Tel: +31 38 8504180
Fax: +31 38 8504181
E-mail: jarweuro@worldonline.nl

South Asia

Keith Sunderlal
Director, South Asia Division
International Association of
Refrigerated Warehouses
World Food Logistics Organization
X-164 Regency Park II
DLF Phase IV
Gurgaon (New Delhi Metro)
India 122 002
Tel: +91-124-638-5033/5044
Fax: +91 124-638-5588
E-mail: ksunderlal@iarw.org

Internet: www.iarw.org, www.wflo.org

Thank You

Warehousing Distribution Transportation Information Logistics







INTERNATIONAL ASSOCIATION OF REFRIGERATED WAREHOUSES WORLD FOOD LOGISTICS ORGANIZATION